

# Montana Tourism & Recreation Strategic Plan 2013-2017

## Making Plans for More Success

**Welcome to the Montana Tourism & Recreation Strategic Plan home page.**

Building off the Montana Tourism successes of the last five years, the planning process for the next statewide Montana Tourism & Recreation Strategic Plan is underway. The process began in October 2012 and the new plan is expected to be finalized and be ready for implementation in June 2013.

Julie & Jim Cerenzia of [Open Window Consulting](#) in Bozeman are facilitating and developing the plan from input gathered from Montanans across the state. The new plan – 2013-2017 – will build from the foundation laid by the last [strategic plan](#) which provided direction for all the good work that Montana's tourism & recreation partners have accomplished over the last decade – The Montana Brand, more targeted and effective marketing, leading the nation in lodging occupancy rates two summers in a row, more local products and foods provided to Montana's visitors, new national and regional events and much more.

### **DRAFT Strategic Plan Review & Comment**

A First DRAFT Strategic Plan has been developed. [Click Here](#) to access it. You can comment on the DRAFT Plan through a [On-line Comment Tool](#) or by contacting Open Window Consulting at [julie@openwindowconsulting.net](mailto:julie@openwindowconsulting.net), 406-624-6972. If you have any issues accessing the DRAFT plan, contact MT Office of Tourism's Victor Bjornberg, [vbjornberg@mt.gov](mailto:vbjornberg@mt.gov), 406-841-2795.

To assist Montana Strategic Plan stakeholders in identifying plan strategies and tactics they can implement to achieve the plan's goals, Open Window Consulting has drafted check lists for a couple of stakeholder groups. Click on their titles to review. You can use the email and phone listed above to provide comment. [Small Business & Organization Checklist](#) and [Communities and Tribes Checklist](#).

To date, some very good, constructive comments have been received. We'll continue taking comments through March. After that it will be time to move the plan into its final form for implementation.

### **Next Steps**

Open Window Consulting is reviewing stakeholder comments, identifying key points and themes and adjusting the draft plan. They will work with Key Stakeholders to get the plan into final form. The current target for completion and implementation is early June 2013. Open Window Consulting will present the latest update on the plan at a Sunday, March 24, 5:30-7 pm workshop at the Helena Colonial Hotel-Red Lion in Helena, as part of the [2013 Montana Tourism Conference](#). The workshop is open to the public.

### **Strategic Planning Process Overview Timeline**

- Information Gathering & Community Outreach (Sept, Oct, Nov 2012)
- Drafting Strategic Plan (Nov 2012-Jan 2013)
- Finalizing Strategic Plan (Jan-June 2013)

### **Creating an Inclusive Process**

The planning team has gathered input for the Strategic Plan and built awareness of the process through the following activities:

- DRAFT Strategic Plan Feedback (Feb-Mar 2013)
- Interview Key Stakeholder Groups
- Public meetings in communities around the state (23 meetings in 20 MT communities)
- Online survey of tourism and recreation industry stakeholders
- Discussions at Tourism Advisory Council meetings; Oct. 3, 2012, Daly Mansion, Hamilton;
- Feb 4-6, 2013, Holiday Inn Conference Center Downtown, Helena
- Discussions at fall meeting of Regions and Convention & Visitors' Bureaus, Nov. 13, 2012, Montana Office of Tourism, Helena
- Discussions with Montana Office of Tourism staff, Helena
- Workshop at Montana Tourism Conference, March 24, 2013, 5:30-7 pm Helena Colonial Hotel – Red Lion, Helena
- Updated information and involvement opportunities posted on this website
- Media relations (press releases, etc)
- Montana Tourism Industry News and other Montana tourism and recreation organization newsletters
- [Email contact](#)